

*South Dakota*

# Maternal Child Health Goals + Strategies



## *Guiding Strategies*

- + Enhance internal and external partnerships to address Maternal Child Health priorities.
- + Utilize Department of Health communications and social media platforms to enhance education and awareness.
- + Maintain DOH infrastructure/workforce in order to provide education and outreach to clients and providers.
- + Maintain data and epidemiology support to assist with collection and analysis of data.

# Department of Health Goal 1



## IMPROVE THE QUALITY, ACCESSIBILITY, AND EFFECTIVE USE OF HEALTH CARE

### National Performance Measure 1: Percent of women ages 18-44 with a past year preventive medical visit

- + Outreach/collaborate with insurance providers to promote women well visits and reminder strategies
- + Make resources available to women including what to expect at a well visit

### National Performance Measure 10: Percent of adolescents, ages 12 through 17, with a preventive medical visit in the past year.

- + Outreach/collaborate with insurance providers to promote adolescent well visits and reminder strategies
- + Provide resources for providers on Bright Futures guidelines and the value of provider one-on-one time with adolescents
- + Implementation of 6th grade vaccination requirements

### National Performance Measure 11: Percent of children with and without special health care needs having a medical home

- + Provide information and education to primary care providers, pediatric specialists, and community providers on medical home model
- + Assist families of children and youth with special health care needs with costs incurred as a result of their child's chronic health condition that are not covered by other sources
- + Coordinate the newborn screening infrastructure



### Key Performance Indicators

1. Increase the percent of 18-24 year old women with a past year preventive medical visit from 66.4% to 69.5% by 2020. *BRFSS*
2. Increase the number of adolescents (13-18 years old) that enroll in the SD QuitLine from 45 to 50 by 2020. *SD QuitLine*
3. Increase the immunization rate for the >1 dose of meningococcal vaccine for adolescents 13-17 years of age from the baseline of 57% to 80% by 2020. *National Immunization Survey*
4. Increase the percentage of CYSHCN who report receiving care in a well-functioning system from 17.6% to 18.6% by 2020. *NSCSHCN-National Survey of Children with Special Health Care Needs*



## Department of Health Goal 2



### SUPPORT LIFE-LONG HEALTH FOR ALL SOUTH DAKOTANS

#### National Performance Measure 5: Percent of infants placed to sleep on their backs

- + Train interpreters to promote the importance of safe sleep practices to participants who are non-English speaking
- + Implement strategies to increase awareness of the importance of safe sleep practices targeted to American Indians, dads, and grandparents
- + Train law enforcement on use of Sudden Unexplained Infant Death Investigation reporting (SUIDI) forms

#### National Performance Measure 6: Percent of children, ages 10 through 71 months, receiving a developmental screening using a parent-completed screening tool

- + Convene a partner team to look at developmental screening and referral
- + Facilitate the completion of developmental screenings and anticipatory guidance for clients served

#### National Performance Measure 7: Rate of hospitalization for non-fatal injury per 100,000 children ages 0 through 9 and adolescents 10 through 19

- + Identify a team of internal/external partners for which motor vehicle safety is already part of their mission
- + Integrate injury prevention education and motor vehicle safety, and prevention of drug and alcohol use into broader child health promotion efforts by DOH
- + Explore a collaborative communication platform for adolescent health information

#### National Performance Measure 13: Percent of children, ages 1 through 17 who had a preventive dental visit in the past year

- + Provide oral health information to new mothers through the Bright Start Welcome Box
- + Facilitate access to oral health services through partnerships with SD's parent training center, other state agencies, and service providers
- + Conduct Oral Health Basic Screening Survey of 3rd graders

#### National Performance Measure 14: Percent of women who smoke in the last three months of pregnancy

- + Maintain DOH infrastructure/workforce in order to provide education and outreach to clients and make SD QuitLine referrals as appropriate
- + Include smoking cessation and promote tobacco free environment messages in social media and other communications across the DOH



## STATE PERFORMANCE MEASURE 2: Percentage of children, ages 2 to 5 years, receiving WIC services with a BMI at or above the 85th percentile

- + Engage and support collaboration among State agencies and community partners around nutrition and physical activity
- + Integrate nutrition and physical activity education into broader health promotion efforts
- + Identify ways to raise awareness of the importance of nutrition and physical activity at a young age

## STATE PERFORMANCE MEASURE 3: The percent of women (15 through 44) with a live birth during the reporting year whose observed to expected prenatal visits are greater than or equal to 80 percent.

- + Implement strategies to increase awareness on importance of preconception/inter-conception and postpartum health in social media and other communications
- + Outreach to insurance providers to promote early and adequate access to prenatal care.



### Key Performance Indicators

1. Increase the percent of infants from other races (not White or AI) placed to sleep on their backs from 77.0% to 80.9% by 2020. *Pregnancy Risk Assessment Monitoring Survey*
2. Percent of children, ages 9 through 71 months, receiving a developmental screening using a parent-completed screening tool from 23.5% to 24.9% by 2020. *National Children's Health Survey*
3. Decrease the percentage of high school students who report in the past 30 days they rode with a driver who had been drinking alcohol from 20.1% to 19.2% by 2020. *Youth Risk Behavior Survey*
4. Increase the percentage of 6 to 9 year old children who received a dental sealant on at least one permanent molar from 57% to 59.9% by 2020. *Oral Health Basic Screening Survey*
5. Reduce the percentage of pregnant females that smoke from 14.8% to 8.1%. *Vital Records data*
6. Reduce the percentage of children, 5-6 years old with a BMI at or above the 85th percentile from 26.6% to 25.2% by 2020. *DOH School Height and Weight Survey*
7. Increase the percent of women (15 through 44) with a live birth during the reporting year whose observed to expected prenatal visits are greater than or equal to 80 percent from 79.2% to 87.1% by 2020. *Pregnancy Risk Assessment Monitoring Survey*



## Department of Health Goal 3



### PREPARE FOR, RESPOND TO, AND PREVENT PUBLIC HEALTH THREATS

#### DOH Objective A: Prevent and control infectious disease

- + Improve South Dakota's age-appropriate immunization rate
- + Provide support and education on emerging public health threats



#### Key Performance Indicators

1. Increase the percent of children aged 19-35 months who receive recommended vaccinations from 76.3% to 80% by 2020. *National Immunization Survey*

## Department of Health Goal 4



### DEVELOP AND STRENGTHEN STRATEGIC PARTNERSHIPS TO IMPROVE PUBLIC HEALTH

#### State Performance Measure 1: Reduce suicide attempts by adolescents

- + Identify and partner with organizations for which suicide prevention is already a mission and highlight their efforts as examples others could follow
- + Integrate suicide prevention education into broader adolescent health promotion efforts within DOH



#### Key Performance Indicators

1. Reduce suicide attempts by adolescents from 8.9% to 8.0% by 2020. *Youth Risk Behavior Survey*
2. Reduce the suicide age-adjusted death rate for South Dakota from 17.1 per 100,000 to 12.6 per 100,000 by 2020. *Vital Records data*



## Department of Health Goal 5



### MAXIMIZE THE EFFECTIVENESS AND STRENGTHEN INFRASTRUCTURE OF THE DEPARTMENT OF HEALTH

#### DOH Objective B: Promote a culture of organizational excellence

- + Enhance maternal child health messaging
- + Maintain DOH infrastructure/workforce to provide education and outreach to clients and providers
- + Provide professional development and resources to employees



#### Key Performance Indicators

1. Increase the number of Certified Lactation Consultants from 3 to 60 by 2020. *DOH*

